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DS&E
DEUTSCH, SHEA & EVANS, INC.
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NEW YORK, N.Y. 10022
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Human Resources Communications Consultants

For additional information
Marjorie Freedland, ext. 278

For immediate release
November 28, 1983

TECHNICAL DEMAND CONTINUES TO CLIMB REPORTS DEUTSCH, SHEA & EVANS

New data on technical recruitment activity indicates that the upturn that began in mid-1983 is continuing a modest but steady upward climb.

Deutsch, Shea & Evans reports that third quarter figures indicate an above-average period. The recruitment advertising agency's High Technology Recruitment Index, based on a three-month running average rose two points to 108 in September. The third quarter average is 106, highest since the second quarter of 1982, a period when the Index was declining.

The October single-month figure is down one point to 110 for October, possibly in reaction to heavy September recruitment advertising level. A last quarter pause in upward movement, however, is not unusual, DS&E note[illegible].

(CONTINUED)

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
November, 1982	90	92
December	97	94
January, 1983	96	97
February	98	94
March	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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For immediate release
December 20, 1983

PAUSE IN UPWARD CLIMB OF DS&E'S TECHNICAL DEMAND INDEX

The steady upward trend of recruitment advertising activity has come to a standstill in the final quarter of 1983, reports Deutsch, Shea & Evans, Inc.

Although DS&E's High Technology Recruitment Index, based on a three-month running average, dipped only one point to 107 in October, the single-month figure for November registered a 10-point drop, falling from 110 to 100. This is, however, well above the monthly figures registered for the past year and a half.

A last-quarter pause in recruitment ad volume is not unusual, says DS&E, which sees a resumption of the upward movement of the Index in the first quarter of 1984.

(continued)

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December, 1982	97	94
January, 1983	96	97
February	98	94
March	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

For additional information
Marjorie Freedland

For immediate release
February 22, 1984

1983 ENDS WITH DEMAND SPURT FOR ENGINEERS AND SCIENTISTS. HTRI FOR DECEMBER REACHES 120

In a year-end surge of activity, recruitment advertising for engineering and scientific talent moved up nine points in December to a high of 120. This continues eight months of unbroken upward movement in technical demand bringing it to a level that had not been anticipated until mid-1984. The single-month figure for January, 1984, 137, indicates a probable further rise in the Index during the first quarter.

1983 began at a level of 97 in January, which dropped through April until a rebound began. The average demand level for 1983 was 101, just above the norm, but slightly below the 1982 average of 103.

Deutsch, Shea & Evans, the recruitment advertising agency which has maintained this Index since 1960, expects the first quarter of 1984 to maintain or exceed this demand level and that, overall, 1984 will be above average in the volume of job opportunities offered to engineers and scientists via advertising, and in the competition for technical talent.

(CONTINUED)

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
January, 1983	96	97
February	98	94
March	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	

*Based on a 3-month running average

(CONTINUED)

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month.

We are pleased to announce that the Orlando Sentinel has joined the list of distinguished publications contributing to the HTRI project. Other contributors are Atlanta Journal-Constitution, Baltimore Sun, Boston Globe, Chicago Tribune, Cleveland Plain Dealer, Dallas Times-Herald, Denver Post, Detroit Free Press, Detroit News, Houston Chronicle, Houston Post, Kansas City Star, Los Angeles Times, Milwaukee Journal, Minneapolis Star & Tribune, New York Times, Philadelphia Inquirer, Pittsburgh Press/Post Gazette, St. Louis Globe-Democrat, St. Louis Post Dispatch, St. Petersburg Times, San Francisco Examiner & Chronicle, San Jose Mercury News, Seattle Post-Intelligencer/Times, Washington Post.

Technical Journals contributing data are Aerospace America, Aviation Week & Space Technology, Chemical & Engineering News, Chemical Engineering Progress, Civil Engineering, Communications of the ACM, Computer, Electronics, Engineering News Record, Mechanical Engineering, Metal Progress, Physics Today, Science, Spectrum.

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DS&E NEWS RELEASE

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For additional information:
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For immediate release:
March 22, 1984

1984 BEGINS WITH STRONG IN TECHNICAL DEMAND, SAYS DS&E

New data on technical demand for January and February show that 1984 has started on a strong upswing. DS&E's High Technology Recruitment Index, derived from the volume of recruitment advertising directed to technical professionals, is up 12 points for January to 132. The Index, based on a three-month running average, stood at 120 in December, 1983, the highest point reached during last year.

The single-month data for February, 1984 reached 135, in comparison to 98 for the same month in 1983, a clear indication of the improved market for technical talent. DS&E expects this "bull" market for engineers and scientists to hold up at least through the first quarter of the year.

(CONTINUED)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
February, 1983	98	94
March	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

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For immediate release:
April 26, 1984

TECHNICAL DEMAND REMAINS HIGH

FOR FIRST QUARTER OF 1984

Deutsch, Shea & Evans reports that their High Technology Recruitment Index continues to indicate a high level of demand for engineers and scientists. Latest data indicate that the February Index, based on a three-month running average, has now reached 134, up two points from the previous month. It makes the fourth consecutive month in which demand has increased, and contrasts sharply with the February, 1983 level of 94.

The single-month figure for March is 129. While this is down from 135 for the previous month, it represents a continuing high demand level. The decrease may be a technical adjustment; it is not seen as signifying a downward trend by DS&E, who note that a March dip in the Index is not unusual.

(OVER)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
March, 1983	87	93
April	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

For additional information:
Marjorie Freedland
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For immediate release:
May 29, 1984

TECHNICAL DEMAND HAS STRONG FIRST QUARTER; SHOOTS UPWARD IN APRIL

In one of its strongest leaps in recent years, technical demand shot upward in April to an unusually high level. The movement, as measured by Deutsch, Shea & Evans' High Technology Recruitment Index, was from 129 in March to 148 in April. This figure contrasts sharply with the April, 1983 level of 93, and suggests that demand for engineers and scientists has fully rebounded from the long, slow downturn that began in 1981.

The Index itself is based upon a three-month running average derived from the monthly figures. The latest data, (for March) show a continuing, if limited, upward movement to 137. The average for the first quarter of 1984, therefore, stands at a very healthy 134. According to DS&E, these data suggest, that demand for professional talent is now approaching that of the late 70s, when the Index plateaued for a long period around 140.

(OVER)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
April, 1983	93	91
May	93	94
June	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

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For additional information:
Marjorie Freedland
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For immediate release:
July 20, 1984

DEMAND FOR TECH PROFESSIONALS REMAINS HIGH, STABLE, SAYS DS&E

Demand for engineers and scientists continues to be high. The single-month High Technology Recruitment Index figure for June is 138, one point down from the previous month. Yet the three-month running average, on which the Index itself is based, is 141, two points higher than May and the highest it has been since 1979. These data indicate, not only that demand for technical talent is very high but that it appears relatively stable, with no extreme spurts or drops.

DS&E believes that demand may possibly be approaching a high plateau, such as occurred in the late 1970s.

(MORE)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
June, 1983	94	97
July	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

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For immediate release:
August 30, 1984

TECHNICAL DEMAND AVERAGES 138

FOR FIRST HALF OF 1984; JULY STABLE

The market for engineers and scientists has been a very positive one during the first half of 1984, according to data provided by the Deutsch, Shea & Evans High Technology Recruitment Index. This Index, based on the volume of recruitment advertising directed to degreed professionals in science and engineering averages 138 through June. June also marks the first month this year in which the Index, which is based on a three-month running average, has registered a downturn. The June Index stands at 138, a three point drop.

Single-month data for June and July are stable, with only a one point drop in June and no change in July.

(MORE)

Deutsch, Shea & Evans, which has maintained this Index since 1960 does not see these small changes as important. "Though the Index is seasonally adjusted," says a DS&E spokesperson, "the summer months frequently show dips in demand which are followed by a significant upswing in the fall. This is the pattern we expect for this year."

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
July, 1983	104	101
August	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

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For immediate release:
September 20, 1984

TECHNICAL DEMAND SHOWS END-OF-SUMMER DIP

The High Technology Recruitment Index dipped three points in July to 135, the second successive month in which it has moved downward from the year's high of 141, set in June. The Index is a three-month running average of the volume of recruitment advertising directed to degreed scientists and engineers.

In August, the single-month figure also dropped, moving down nine points to a level of 129, a low not equaled in 1984 since March.

This data, say Deutsch, Shea & Evans, may simply reflect a sharper-than-usual seasonal decline that exceeds the seasonal adjustments built into the Index. If so, a third-quarter upturn can be expected. If the downturn continues beyond three months, however, the possibility of a serious decline in demand will have to be considered. DS&E notes that this is an election year; in the past the Index has moved toward the norm of 100 at the beginning of a new administration.

(MORE)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
August, 1983	104	106
September	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and professional journals each month. DS&E, which has maintained the Index since 1960, is a recruitment advertising agency, a subsidiary of Foote, Cone & Belding Communications, Inc.

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DS&E NEWS RELEASE

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For immediate release:
October 25, 1984

HTRI IN THE DOLDRUMS

Technical demand as measured by the High Technology Recruitment Index, slipped two points in August to 133, continuing the steady decline started in May when the Index stood at 141. The HTRI is a three-month running average of recruitment advertising volume directed to degreed engineers and scientists.

Although single month data for September show a two-point gain to 131 from August's 129, it is likely that the HTRI will dip further next month reflecting election-year uncertainties.

DS&E sees the current drop in the Index as only a slight easing of a still highly competitive market for technical talent. Notes a spokesperson, "HTRI is just about where it was at the beginning of the year, and well above the base year norm of 100. Only if the decline continues into 1985--well beyond the election--would it indicate a definite softening in demand."

(MORE)

HIGH TECHNOLOGY RECRUITMENT INDEX
(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
September,1983	111	108
October	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	--

*Based on a 3-month running average

HTRI is based on recruitment advertising placed in key newspapers and technical journals each month. DS&E, which has maintained the Index since 1960, is the human resources advertising and consulting subsidiary of Foote, Cone & Belding Communications, Inc.

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